



# 2020 Census

## Tennessee State Data Center Conference

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# Community Partnership and Engagement Program

## Complete Count Commission

### HIGHEST LEVEL PARTNERSHIP

Develop partnerships at the highest levels within each state

State Complete Count Commission may be codified and grounded in law, if desired

### PURPOSE

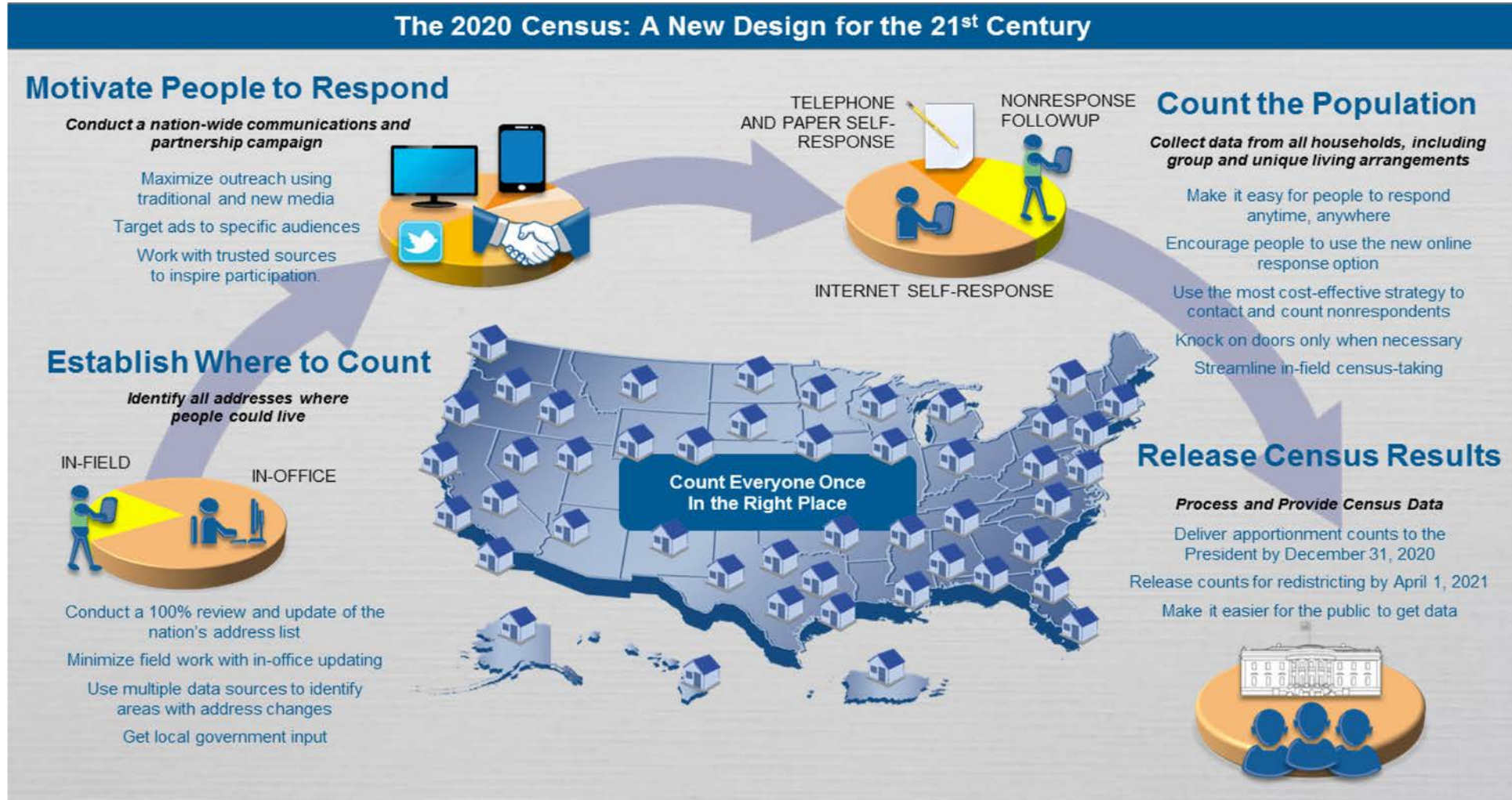
- Act as 2020 Decennial Champion for the State by providing leadership and support for 2020 Census
- Provide “trusted voices” to act as Census Ambassadors
- Provide authoritative and knowledgeable contact point to meet goal of timely, accurate and cost-effective Census count

### GOALS AND OBJECTIVES

- Monitor Census participation to target outreach efforts and support
- Focus attention on low response rate areas
- Marshall financial and staffing resources to support Complete Count Commission goals
- Promote the formation of Complete Count Committees at the county and municipal levels, with support from the Census Bureau

# The 2020 Census

## Count Everyone, Only Once, in the Right Place



# Goals for the 2020 Census

- Count Everyone, Only Once, in the Right Place
- Maintain Quality
- Reduce Costs
- 4 Areas of Innovation
  - Efficiency in Building an Address List
  - Easier Ways to Respond
  - Better Use of Information We Already Have
  - More Efficient Field Operations

# 2020 Census and Local Governments

- U.S. Constitution, Article 1, Section 2
- 100% Count of Persons and Housing Units
- Basis for our Representative Government, “One person, one vote”
- Every 10 Years on April 1 in the year ending in “0”
- Supplemented by Annual American Community Survey Data

# 2020 Census and Local Governments

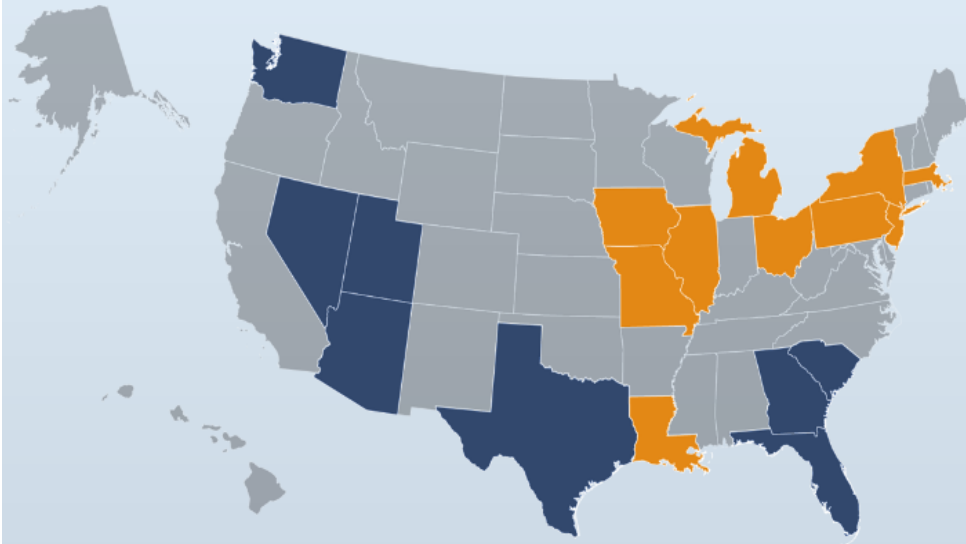
- Political Representation at State and Federal Levels
  - [Reapportionment and Redistricting]
- Resource Allocation
- Policy and Planning
- Funding \$\$\$\$\$

# Programs Using Census Data

- Medical Assistance Program (Medicaid)
- Supplemental Nutrition Assistance Program (SNAP)
- Medicare Part B (Supplemental Medical Insurance) – Physicians Fee Schedule Services
- Highway Planning and Construction
- Section 8 Housing Choice Vouchers
- Title I Grants to Local Education Agencies
- National School Lunch Program
- Special Education Grants (IDEA)
- State Children's Health Insurance Program (S-CHIP)
- Section 8 Housing Assistance Payments Program (Project-based)
- Head Start/Early Head Start
- Supplemental Nutrition Program for Women, Infants, and Children (WIC)
- Foster Care (Title IV-E)
- Health Center Programs (Community, Migrant, Homeless, Public Housing)
- Low Income Home Energy Assistance (LIHEAP)
- Child Care and Development Fund – Entitlement

# APPORTIONMENT

2010  
OFFICIAL RESULTS



GAINED	LOST
Arizona +1	Illinois -1
Florida +2	Iowa -1
Georgia +1	Louisiana -1
Nevada +1	Massachusetts -1
South Carolina +1	Michigan -1
Texas +4	Missouri -1
Utah +1	New Jersey -1
Washington +1	New York -2
	Ohio -2
	Pennsylvania -1



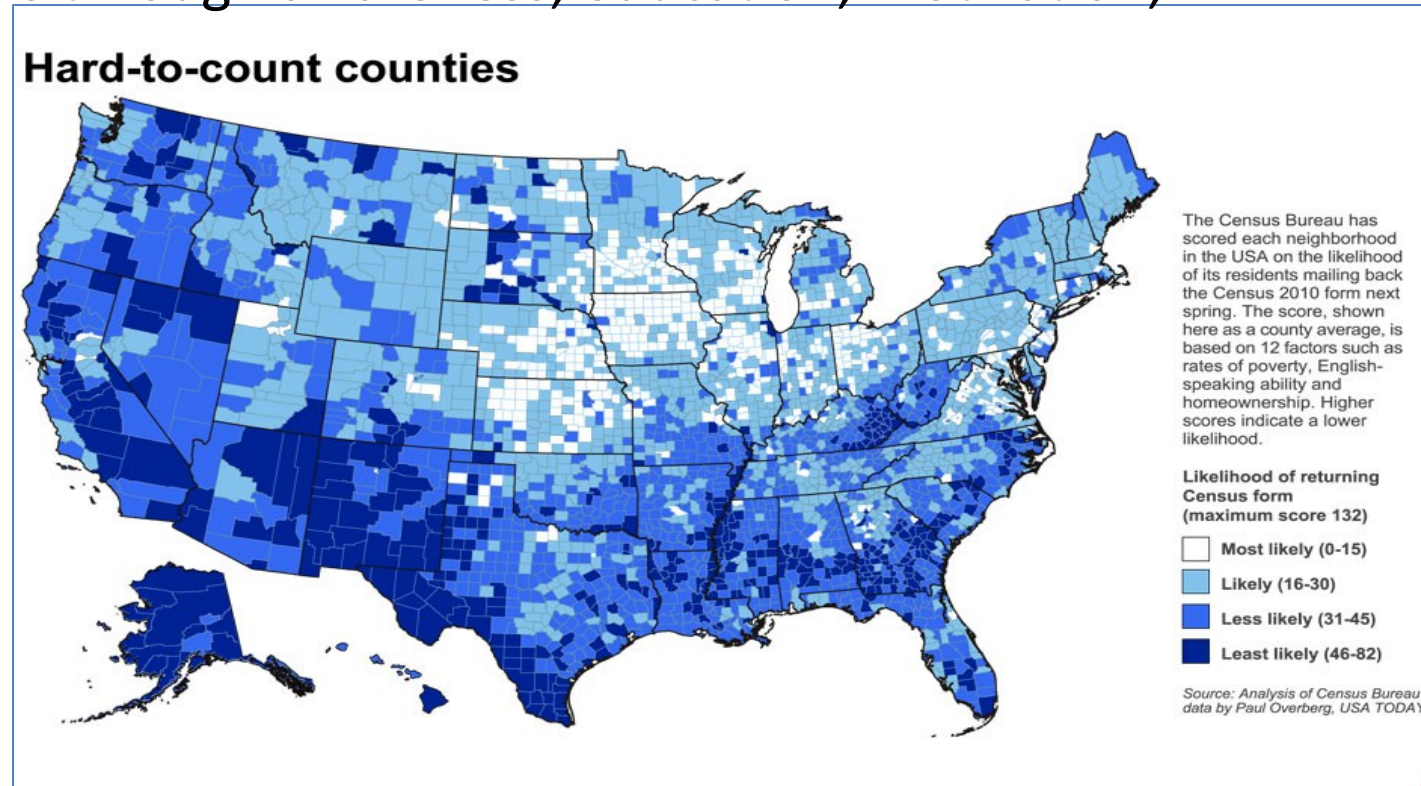
# Funding

Program	Amount (Billions)
Medicaid	\$214.0
Highway Planning and Construction	\$37.4
TANF	\$17.0
Section 8 Housing Choice Vouchers	\$15.6
Title I Grants to Local Education Agencies	\$13.9
IDEA Part B	\$11.0
Federal Transit Formula Grants Programs	\$8.2
Head Start	\$6.9
CHIP	\$6.0
CDBG and Neighborhood Stabilization Program	\$4.9

Source: "Formula Grants" Government Accountability Office, December 2009

# Targeted Outreach to Low Response Rate Areas

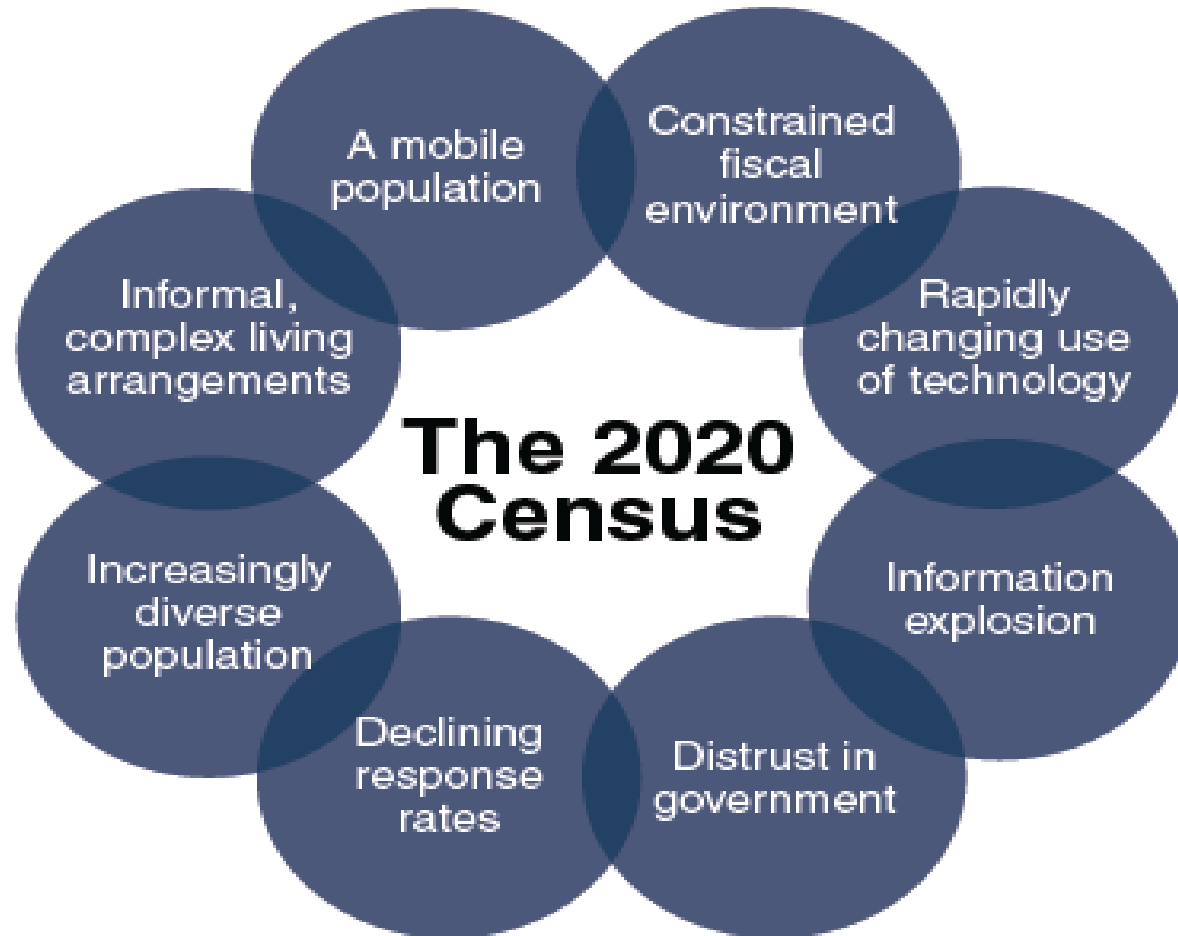
- Support through community leaders – Community Partnership and Engagement Program
- Raise census awareness among Hard To Count (HTC) populations
- Overcome community fears through awareness, education, motivation, and community events



# The Environment Since 2010

- Growing concerns about privacy and cybersecurity
- Growing terrorist fear
- Charged political environment
- Growing diversity in our nation's population
- Deepening distrust of government

# 2020 Census Environment



# Community Partnership and Engagement Program

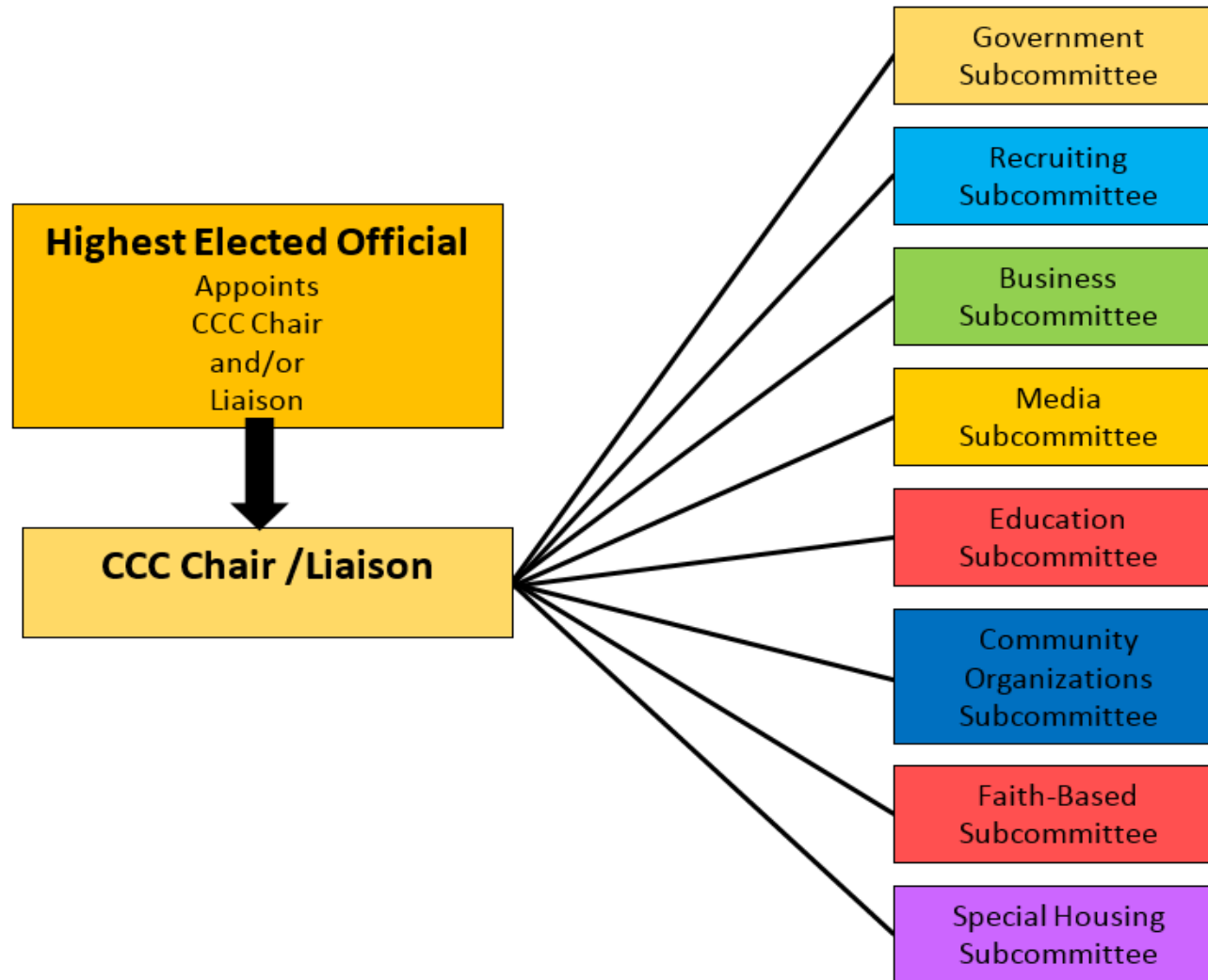
## Partnership Methods

- Complete Count Committees
- Tribal Government Liaison Program
- Targeted Outreach to Low Response populations
- Language Support Program
- Faith Based Organizations
- Statistics in Schools
- Social Media Outreach

# Complete Count Committees

- Educate and Motivate Residents to Respond
- Tell Your Census Story (Local Uses of Census Data)
- What's In It For Me?
  - Medical, playgrounds, senior centers, food stores, etc.

# Complete Count Committee



# 2020 Census and Local Government

- Participate in LUCA
- Form a Complete Count Committee
- Educate and Motivate Residents to Participate in the Census
- Put Your American Community Survey profile on your website
- Encourage use of Statistics in Schools
- Encourage Residents to Participate in Census Surveys
- Promote Census jobs



# Key Census Dates

Now – 2019	In Office Address Canvass
Jan 2018	Regional Census Center Opens
Mid 2019	Early Area Census Offices Open
Fall 2019	Address Canvassing – select areas
Mid 2019	Area Census Offices Open
Early 2020	Group Quarters Start
March 23, 2020	Self Response & Update Enumerate Start
April 1	CENSUS DAY
Mid May 2020	Non-Response Follow-up Starts
August 2020	Data Collection Complete
December 31, 2020	Counts Delivered to President

# Census Data

- The leading source of quality data about the Nation's people and economy
- Reliable
- Comparable nationwide
- Detailed
- Flexible
- Widely used by organizations of all kinds



## Facts for Features: 2017 Hurricane Season Begins

The North Atlantic hurricane season begins on June 1 and lasts through Nov. 30. The U.S. Census Bureau produces timely local statistics that are critical to emergency planning, preparedness and recovery efforts.



### POPULATION CLOCK



#### U.S. Population

3 2 5, 5 8 3, 0 4 7

#### World Population

7, 4 0 8, 0 1 2, 7 2 6

Aug 04, 2017 04:17 UTC (+4)

[Learn More >>](#)

### QUICKFACTS



## Did You Know

**31.0%**  
of persons 25 years+ in Powder Springs city, Georgia have a bachelor's degree or higher

Source: American Community Survey

Select a state to begin



### U.S. Census Bureau Economic Indicators



Manufacturers' Goods June 2017 Report Released 10:00 AM EDT, 8/3/17	\$481.1 B New Orders 3.0%
Construction Spending June 2017 Report Released 10:00 AM EDT, 8/1/17	\$1,205.8 B -1.3%
Rental Vacancy Rate	7.3%

[View All](#)

\* change not statistically significant  
° significance not reported / applicable

# www.census.gov

The screenshot shows the homepage of the U.S. Census Bureau website. The layout includes a top navigation bar with the following items: Topics (Population, Economy), Geography (Maps, Products), Library (Infographics, Publications), Data (Tools, Developers), Surveys/Programs (Respond, Survey Data), Newsroom (News, Blogs), and About Us (Our Research). A search bar is located in the top right corner. The main content area features a central 'Data Tools & Apps' section with a description: 'Find information using interactive applications to get statistics from multiple surveys.' Below this, there is a list of tools: American FactFinder, Census Business Builder, Census Explorer, My Congressional District, My Tribal Area, QuickFacts, U.S. and World Population, and Clock. Other sections include Data Main, Developers, Mobile Apps, Product Catalog, Related Sites, Combining Data, Software, Training & Workshops, and Visualizations. The United States Census Bureau logo is in the top left corner.

# Questions

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